



清华大学
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国家形象传播研究中心
National Image Research Center



Edelman



爱德曼信任度调查 2021年度 中国报告

Edelman Trust
Barometer 2021
China



DUE TO THE
COVID-19 PANDEMIC
FOR THE HEALTH
+ SAFETY OF
STAFF + CUSTOMERS
WE ARE CLOSED
UNTIL FURTHER
NOTICE.



VISIT...

LANZAROTE
Caliente.COM

21st ANNUAL EDELMAN TRUST BAROMETER

Methodology



Online survey in 28 countries*

33,000+ respondents

2021 Edelman Trust Barometer fieldwork
conducted from October 19 to November 18, 2020

**The 2021 Trust Barometer 27-market global averages (for the general population, mass population and informed public) do not include Nigeria*

27-market global data margin of error: General population +/- 0.6% (N=31,050); informed public +/- 1.3% (N=6,000); mass population +/- 0.6% (N=25,050+); half-sample global general online population +/- 0.8% (N=15,525).

Country-specific data margin of error: General population +/- 2.9% (N=1,150); informed public +/- 6.9% (N=min 200, varies by country), except for China and U.S. +/- 4.4% (N=500) and Nigeria +/- 9.8% (N=100); mass population +/- 3.0% to 3.6% (N=min 736, varies by country), except for Nigeria +/- 2.9% (N=1,125).

U.S. Post-Election Supplement margin of error: +/- 2.5% (N=1,500).
U.S. Post-Election Supplement ethnicity-specific data margin of error:
Non-Hispanic White +/- 3.3% (N=894); all others +/- 4.0 (N=607).

General Online Population

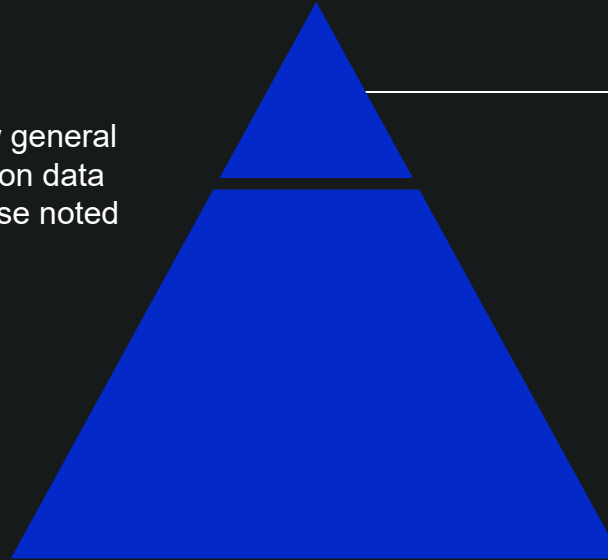
1,150

respondents per country

Ages

18+

All slides show general
online population data
unless otherwise noted



Informed Public

500 respondents in U.S. and China;
100 respondents in Nigeria;
200 in all other countries

Represents **17%** of total global population

Must meet 4 criteria:

- ▶ Age **25-64**
- ▶ College-educated
- ▶ In top **25%** of household income per age group in each country
- ▶ Report significant engagement in public policy and business news

Mass Population

All population not including
informed public

Represents **83%** of total global
population



U.S. Post-Election Supplement

1,500 U.S. respondents, fielded December 14 to 18,
2020

第二十一 次爱德曼信任度调查

调查方法



在全球28个市场进行在线调研*

逾3.3万名受访者

执行工作于2020年10月19日至11月18日间完成

*爱德曼信任度调查2021年度中国报告中全球27个受访国家和地区(对于普通受访者, 普通公众和有识公众) 中不包括尼日利亚

全球27个国家和地区调查数据误差范围: 普通网民群体: +/- 0.6% (受访者人数=31,050); 有识公众: +/- 1.3% (受访者人数=6,000); 普通公众: +/- 0.6% (受访者人数超过25,050+); 全球在线受访样本量的一半: +/- 0.8%(受访者人数=15,525)。

每个国家和地区调查数据误差范围: 普通网民群体受访者: +/- 2.9 (受访者人数=1,150); 有识公众: +/- 6.9% (受访者人数200名起, 各国和地区受访者人数不同), 其中中国和美国: +/- 4.4% (受访者人数=500), 以及尼日利亚: +/- 9.8% (受访人数=100); 普通公众: +/- 3.0% - 3.6% (受访者人数736名起, 各国和地区受访者人数不同), 除了尼日利亚: +/- 2.9% (受访人数=1,125)

美国总统选举后补充人数误差范围: +/- 2.5% (受访人数=1,500)

美国总统选举后补充人数特定种族误差范围: 非西班牙裔白人 +/- 3.3% (受访人数=894); 所有其他人群 +/- 4.0% (受访人数=607)

▲ 普通线上受访者

1,150

每个国家和地区受访者数量

年龄

18+

除特别注明, 该报告所有“总体”的数据都指对普通线上受访者的调查情况

▲ 有识公众

美国和中国各有500位有识公众; 尼日利亚有100名有识公众; 其余每个国家和地区有200位有识公众

占目标受访群体的17%

有识公众的四个标准:

- 年龄在25-64岁之间
- 大专以上学历
- 家庭收入在该市场的对应年龄层位于前25%水平
- 经常阅读并参与讨论时政和商业新闻

▲ 普通公众

除有识公众以外的所有受访者

占目标受访群体的83%



美国总统选举后补充人数

1,500名美国受访者数据于2020年12月14-18日之间收集

21 YEARS OF TRUST

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	Declaring Information Bankruptcy	

21年信任度调查回顾

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
NGO的信任度上升	明星CEO的信任度下降	口碑比广告更具可信度	美国企业在欧遭受信任危机	信任从“权威”向“同行”转变	“像我一样的人”逐渐成为可信的发言人	企业较政府及媒体更具信任度	有影响力的年轻人对于企业更为信任	企业需与政府合作重获信任	信任成为企业经营中不可或缺的一部分	权威人士信任度上升
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
政府信任度降低	领导者信任危机	企业引导变革	信任对于创新至关重要	信任失衡加剧	信任危机	真相之战	信任与就业	信任：能力与道德规范	信息之“疫”	



┌
**PANDEMIC
PUTS TRUST TO THE TEST**
└

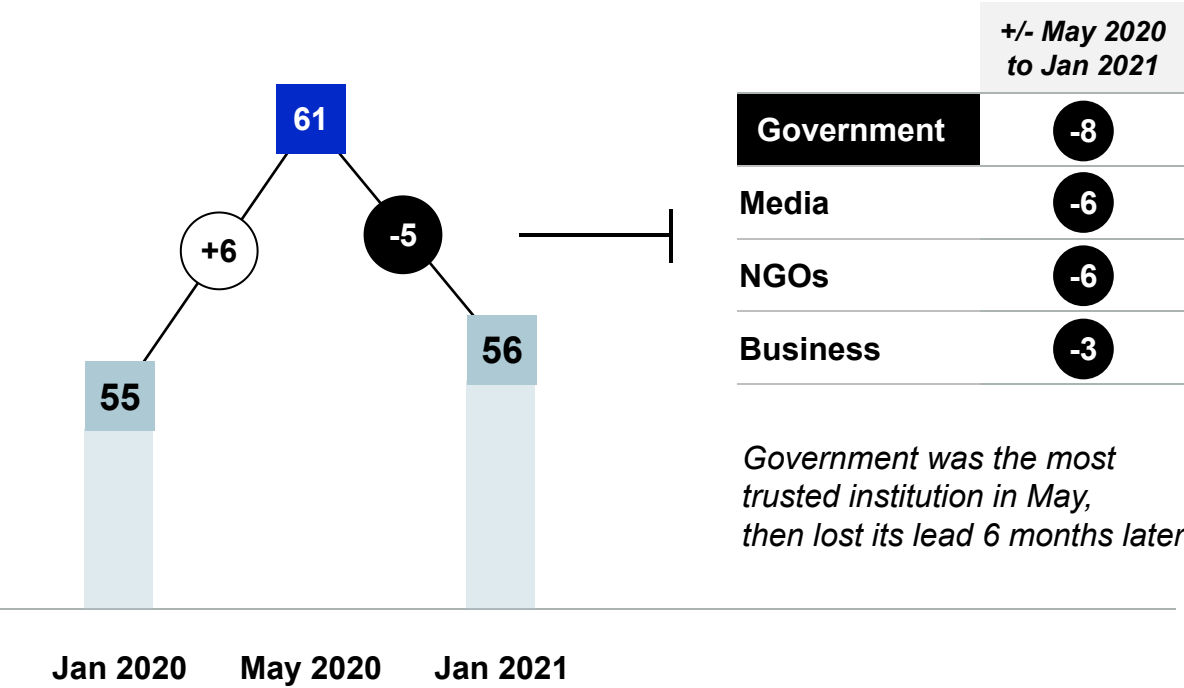
疫情
让信任备受考验

SPRING TRUST BUBBLE BURSTS

Trust Index, 11 countries included in the 2020 Trust Barometer Spring Update



Global 11



 China	+/- Jan 2020 to May 2020	+/- May 2020 to Jan 2021
Business	+9	-21
Government	+5	-13
NGOs	+12	-21
Media	+9	-19

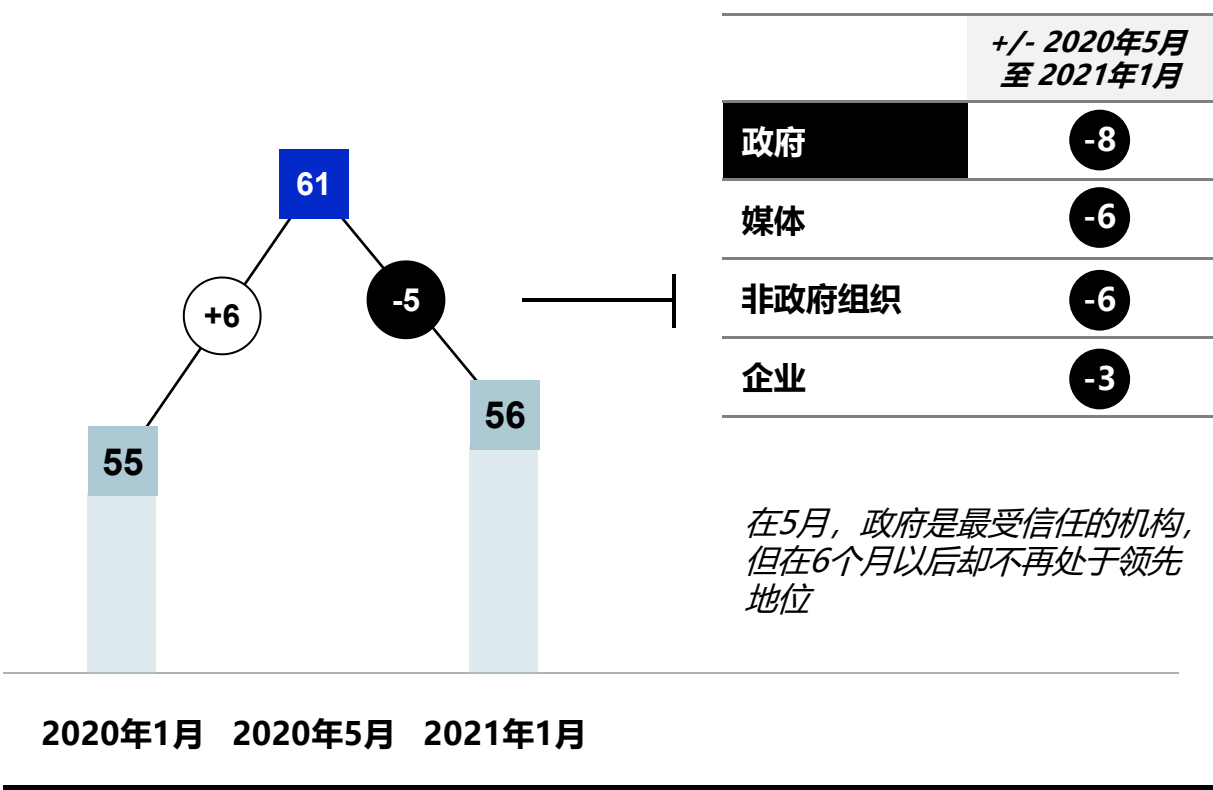


2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

去年春季报告后信任下降

2020年春季信任度调查报告中包含的11个市场的信任度指数变化

全球11个市场



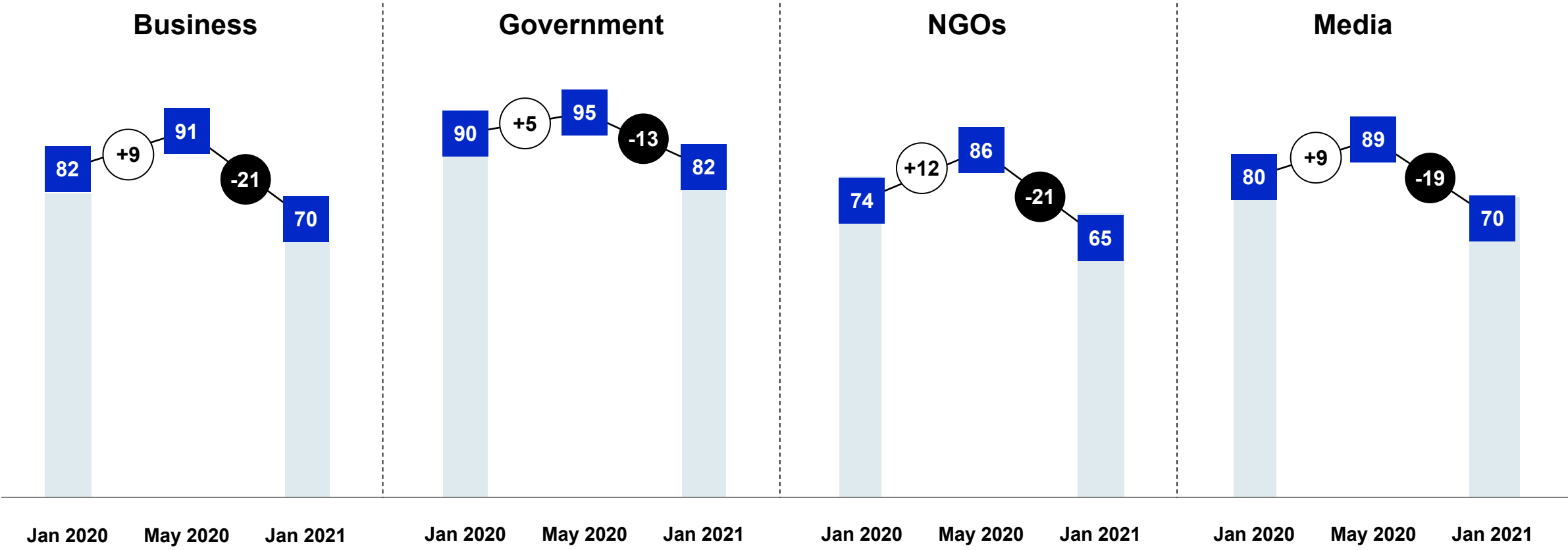
 中国	+/- 2020年1月至2020年5月	+/- 2020年5月至2021年1月
企业	+9	-21
政府	+5	-13
非政府组织	+12	-21
媒体	+9	-19



《2021年度爱德曼信任度调查》“信任度指数”是一个国家/地区的民众对其政府、企业、媒体和非政府组织（NGO）的信任度平均值。对于以下机构，请用1-9分的分值表明多大程度上你信任该机构会做正确的事情？前4项表示信任。本数据来源对全球11个国家和地区的受访者的调查。

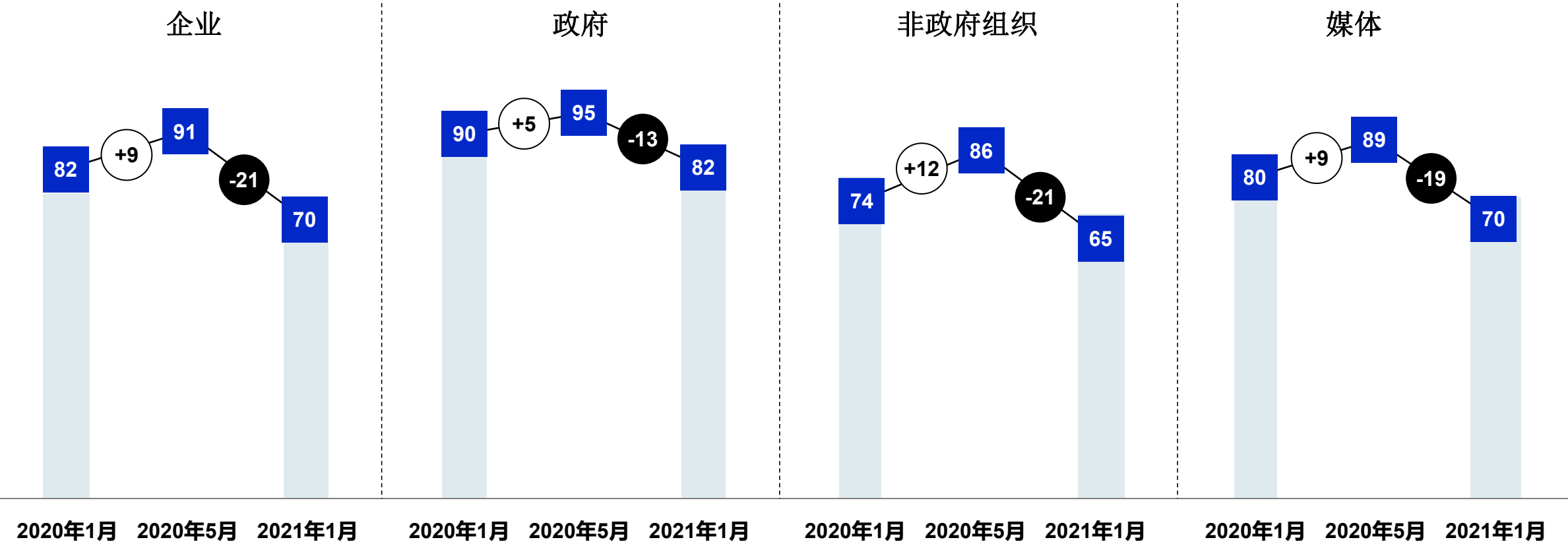
TRUST DECLINES ACROSS ALL INSTITUTIONS FOLLOWING SPRING SURGE

Percent trust, in China



中国受访消费者对四类机构的信任度变化

中国受访消费者对四类机构的信任度百分比



A TRUST RECKONING FOR CHINA AND THE U.S.

Trust Index



16 countries gained trust,
9 countries lost trust

2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

2020 General population

54	Global 27
82	China
79	India
73	Indonesia
66	Thailand
65	UAE
62	Mexico
62	Singapore
61	Saudi Arabia
60	Malaysia
57	Kenya
57	The Netherlands
53	Canada
53	Colombia
51	Brazil
50	S. Korea
49	Argentina
49	Italy
47	Australia
47	U.S.
46	Germany
45	France
45	Ireland
45	Spain
44	S. Africa
42	Japan
42	UK
30	Russia



2021 General population

56	Global 27	+2
77	India	-2
72	China	-10
72	Indonesia	-1
69	Saudi Arabia	+8
68	Singapore	+6
67	UAE	+2
66	Malaysia	+6
63	The Netherlands	+6
61	Thailand	-5
59	Australia	+12
59	Kenya	+2
59	Mexico	-3
56	Canada	+3
53	Germany	+7
52	Italy	+3
51	Brazil	0
50	Ireland	+5
48	Colombia	-5
48	France	+3
48	S. Africa	+4
48	U.S.	+1
47	Argentina	-2
47	S. Korea	-3
45	Spain	0
45	UK	+3
40	Japan	-2
31	Russia	+1

Record year-over-year decline in China's Trust Index

大国的信任动荡

信任度指数



16个国家信任度提升
9个国家信任度下降

来源：《2021年度爱德曼信任度调查》

“信任度指数”是一个国家/地区的民众对其政府、企业、媒体和非政府组织（NGO）的信任度平均值。

对于以下机构，请用1-9分的分值表明你的信任程度。前四项表述信任；本数据来源于对全球27个国家和地区的普通线上受访者的调查。

2020
全部受访者

54	全球27个国家
82	中国
79	印度
73	印度尼西亚
66	泰国
65	阿联酋
62	墨西哥
62	新加坡
61	沙特阿拉伯
60	马来西亚
57	肯尼亚
57	荷兰
53	加拿大
53	哥伦比亚
51	巴西
50	韩国
49	阿根廷
49	意大利
47	澳大利亚
47	美国
46	德国
45	法国
45	爱尔兰
45	西班牙
44	南非
42	日本
42	英国
30	俄罗斯

2021
全部受访者

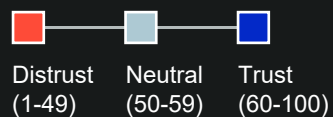
信任度差值

56	全球27个国家	+2
77	印度	-2
72	中国	-10
72	印度尼西亚	-1
69	沙特阿拉伯	+8
68	新加坡	+6
67	阿联酋	+2
66	马来西亚	+6
63	荷兰	+6
61	泰国	-5
59	澳大利亚	+12
59	肯尼亚	+2
59	墨西哥	-3
56	加拿大	+3
53	德国	+7
52	意大利	+3
51	巴西	0
50	爱尔兰	+5
48	哥伦比亚	-5
48	法国	+3
48	南非	+4
48	美国	+1
47	阿根廷	-2
47	韩国	-3
45	西班牙	0
45	英国	+3
40	日本	-2
31	俄罗斯	+1

中国的信任度指数出现
创纪录的同比下降

TRUST INEQUALITY SPREADS FURTHER

Trust Index



Mass population 16 points less trusting

2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Informed public and mass population, 27-mkt avg. *Nigeria not included in the global average

更多资料 欢迎访问 www.wenku120.com
 2021 Informed public

68	Global 27
86	India
86	Saudi Arabia
83	Indonesia
82	China
79	The Netherlands
79	UAE
78	Malaysia
77	Australia
76	Singapore
75	Thailand
66	Italy
66	Mexico
65	France
65	Kenya
65	S. Africa
64	Canada
63	Ireland
62	Brazil
62	Germany
62	U.S.
59	Colombia
59	S. Korea
59	UK
57	Spain
56	Argentina
52	Japan
52	Nigeria*
41	Russia

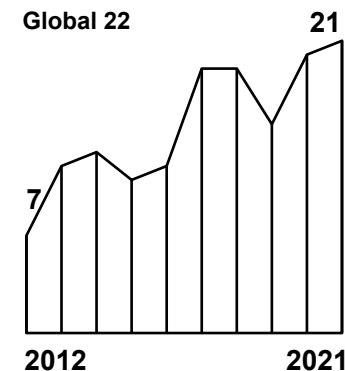
2021 Mass population | Trust gap

52	Global 27	16
68	China	14
68	Indonesia	15
67	India	19
67	Saudi Arabia	19
66	Singapore	10
65	UAE	14
63	Malaysia	15
62	The Netherlands	17
58	Kenya	7
56	Mexico	10
56	Thailand	19
55	Australia	22
55	Canada	9
52	Germany	10
51	Italy	15
49	Nigeria*	3
48	Ireland	15
47	Brazil	15
46	Colombia	13
45	France	20
44	Argentina	12
44	S. Africa	21
44	Spain	13
44	U.S.	18
43	S. Korea	16
43	UK	16
39	Japan	13
28	Russia	13

Record trust inequality

DOUBLE-DIGIT TRUST INEQUALITY IN RECORD NUMBER OF COUNTRIES

Nr. of countries with double-digit trust inequality



信任度失衡加剧

信任度指数



普通公众的信任度落后16点

来源：《2021年度爱德曼信任度调查》

“信任度指数”是一个国家/地区的民众对其政府、企业、媒体和非政府组织（NGO）的信任度平均值。

对于以下机构，请用1-9分的分值表明多大程度上你信任该机构会做正确的事情？1分代表“完全不信任”，9分代表“完全信任”；

本数据来源于对全球27个国家和地区的有识公众和普通公众的调查。

*尼日利亚不在调查国家范围之内

2021 有识公众

68 全球27个国家

86	印度
86	沙特阿拉伯
83	印度尼西亚
82	中国
79	荷兰
79	阿联酋
78	马来西亚
77	澳大利亚
76	新加坡
75	泰国
66	意大利
66	墨西哥
65	法国
65	肯尼亚
65	南非
64	加拿大
63	爱尔兰
62	巴西
62	德国
62	美国
59	哥伦比亚
59	韩国
59	英国
57	西班牙
56	阿根廷
52	日本
52	尼日利亚*
41	俄罗斯

2021 普通公众

信任度差值

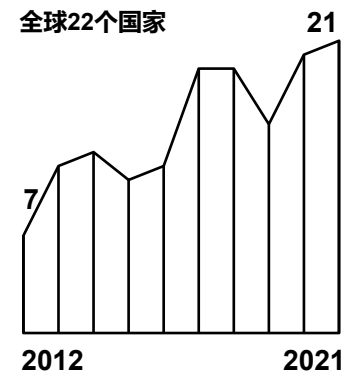
52 全球27个国家

68	中国	16
68	印度尼西亚	14
67	印度	15
67	沙特阿拉伯	19
66	新加坡	19
65	阿联酋	10
63	马来西亚	14
62	荷兰	15
58	肯尼亚	17
56	墨西哥	7
56	泰国	10
55	澳大利亚	19
55	加拿大	22
52	德国	9
51	意大利	10
49	尼日利亚*	15
48	爱尔兰	3
47	巴西	15
46	哥伦比亚	13
45	法国	20
44	阿根廷	12
44	南非	21
44	西班牙	13
44	美国	18
43	韩国	16
43	英国	16
39	日本	13
28	俄罗斯	13

信任度差值历史高位

信任度差值达两位数的国家数量达历史新高

信任失衡值达到两位数的国家数量



INCREASED URGENCY TO ADDRESS FOUNDATIONAL PROBLEMS

Change in importance since last year
(more important minus less important)

2021 Edelman Trust Barometer. IMP_POL_PRIORITIES. For each of the following issues and challenges, please indicate whether our country addressing it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. General population, China. Net change is the difference between more and less important.

<i>Change in importance since last year, in China</i>	Net change	More Important	Less Important
Improving our healthcare system	+50	60	10
Finding ways to combat fake news	+45	57	12
Addressing climate change	+44	56	12
Improving our education system	+43	55	12
Addressing poverty in this country	+42	53	11
Protecting people's individual freedoms	+41	53	12
Closing the economic and social divide	+37	49	12
Addressing discrimination, racism	+32	45	13

对基本问题的关注 比以往更加迫切

和上年相比重要程度的变化
(认为重要性增加的数值减去认为重要性降低的数值)

《2021年度爱德曼信任度调查》；对于以下每一个问题和挑战，请指出自去年以来，我国正在解决这项问题对您来说是变得更重要了、不那么重要了，还是保持不变。前2项变得更重要，后面2项变得不太重要。所有问题均为一半样本的调查。本数据来源于对中国受访者调查。净变化是更重要和不那么重要之间的区别。

在中国，自去年以来以下议题重要性的变化	净变化	重要性增加	重要性降低
改善医疗系统	+50	60	10
打击假新闻	+45	57	12
应对气候变化	+44	56	12
改善教育体系	+43	55	12
应对国内贫穷问题	+42	53	11
保护公民的个人自由	+41	53	12
缩小经济和社会发展程度的差异	+37	49	12
应对歧视和种族主义	+32	45	13



NO VACCINE

MY BODY

NEEDED

MY CHOICE

↑
RAGING INFODEMIC
FEEDS MISTRUST

I HAVE
AN

FAKE

↓
IMMUNE
SYSTEM

NEWS
RTE

「
信息之“疫”袭来
不信任持续加剧
」

NO VACCINE

NEEDED

HAVE
AN

IMMUNE
SYSTEM

MY BODY

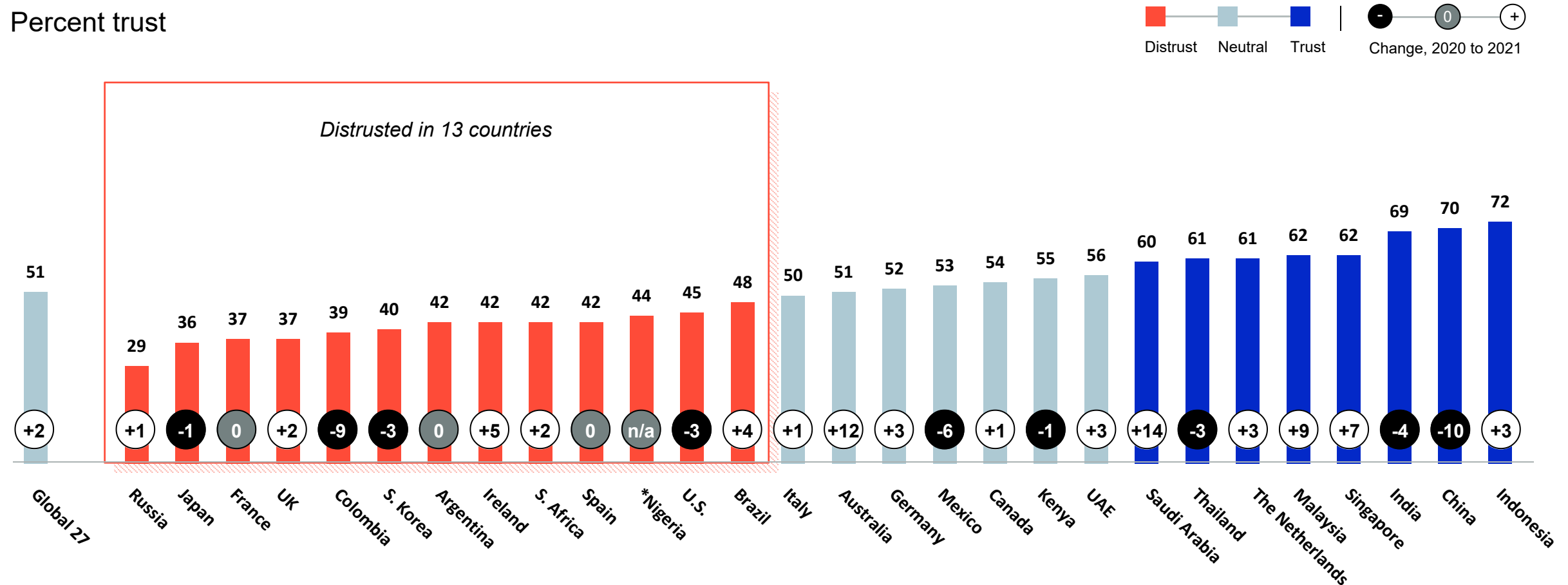
MY CHOICE

FAKE

NEWS
RTE

TRUST IN MEDIA INCREASES IN 15 OF 27 COUNTRIES

Percent trust

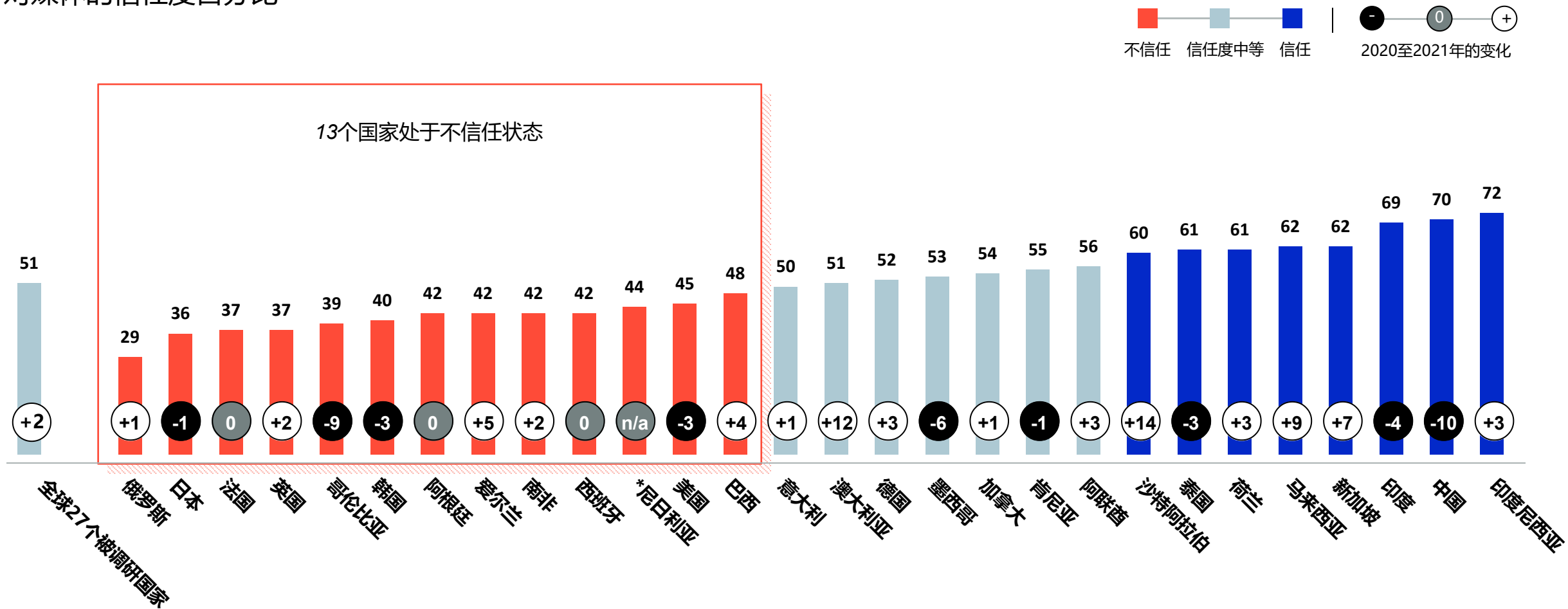


2021 Edelman Trust Barometer. TRU_INS. [Media in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

*Nigeria not included in the global average

对媒体的信任度略有提升但在近半数受访国家不受信任

对媒体的信任度百分比

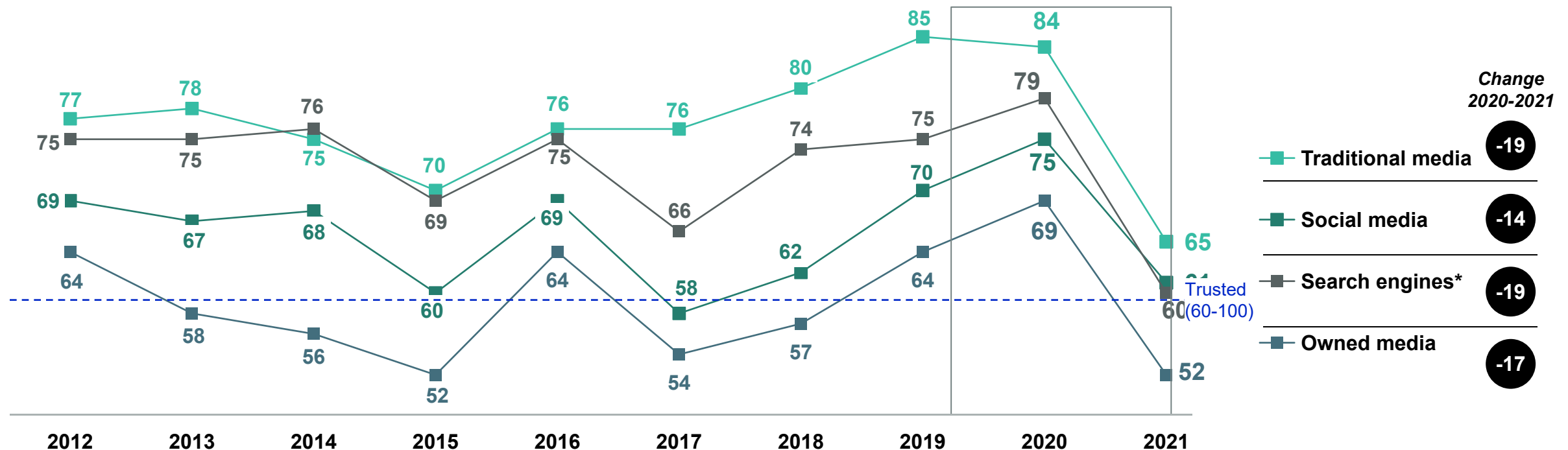


《2021年度爱德曼信任度调查》对于以下机构，请用1-9分的分值表明多大程度上你信任该机构会做正确的事情？共9分，前4分表示信任。本数据来源对全球27个国家和地区的全部受访者的调查。

*尼日利亚不在调查国家范围之内

TRUST IN ALL INFORMATION SOURCES AT RECORD LOWS

Percent trust in each source for general news and information, in China

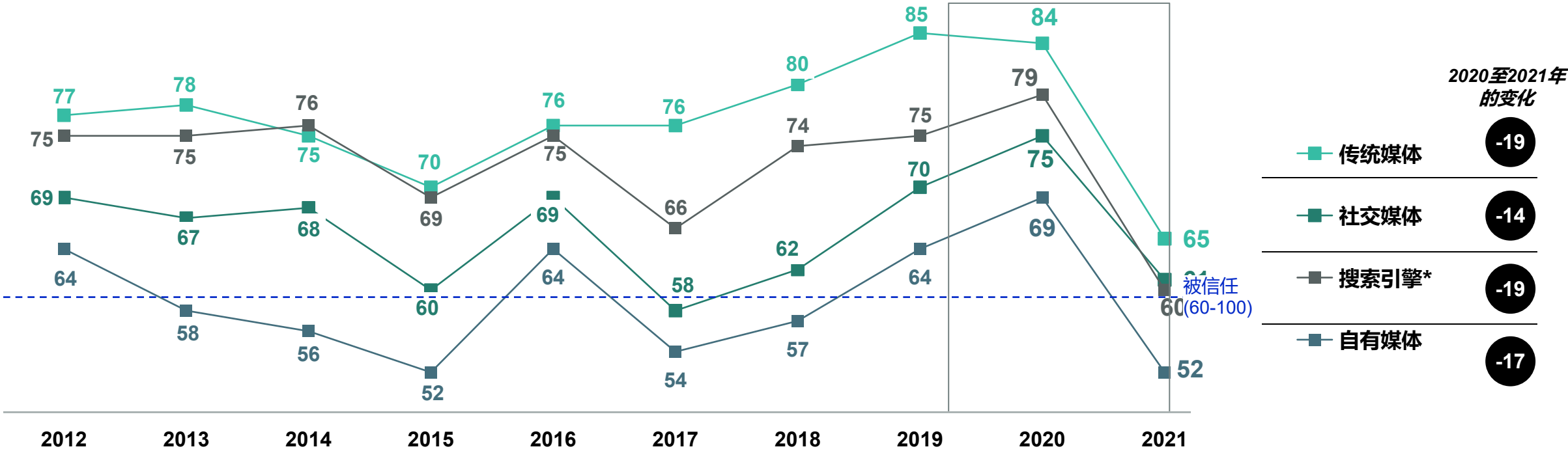


2021 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, China.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

对所有信息来源的信任度均处于历史低点

中国受访者中信任以下每一种新闻和信息来源的百分比

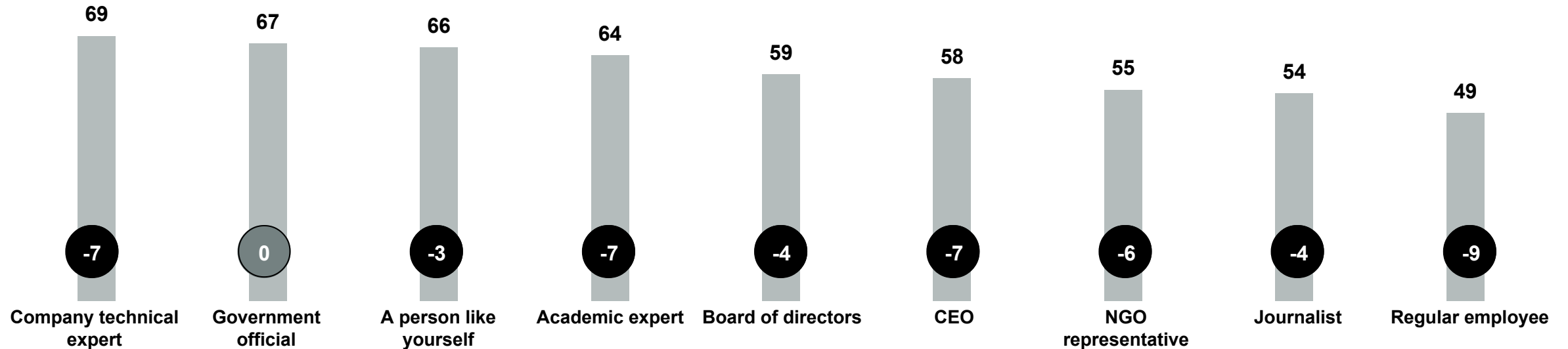


《2021年度爱德曼信任度调查》当寻找一般的新闻和信息时，你会在多大程度上相信每种类型的新闻和信息来源？共9分，前4分意味着信任。所有问题均为一半样本的调查。本数据来源于对中国受访者的调查。*从2012年到2015年，“在线搜索引擎”被列为一种媒体类型。2016年，这个词被改为了“搜索引擎”。

SPOKESPEOPLE LOSE CREDIBILITY

Percent who rate each as very/extremely credible
as a source of information about a company, in China

● — ● — ● Change, 2020 to 2021

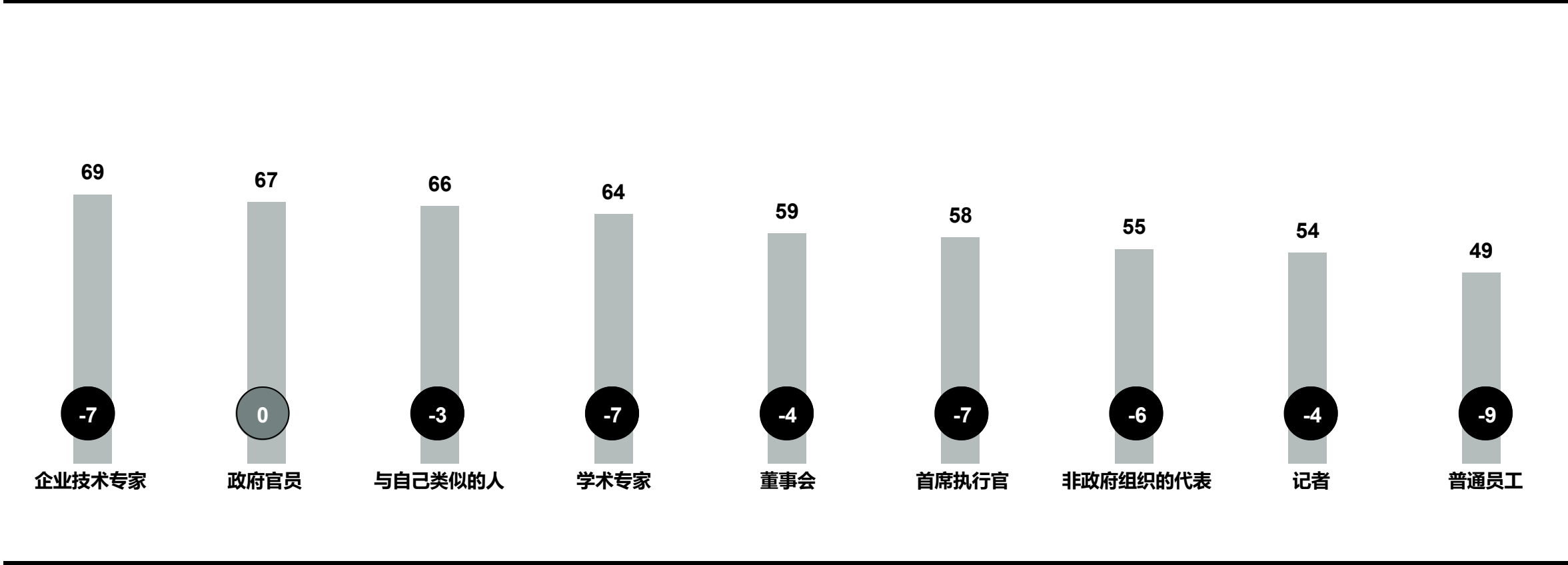


2021 Edelman Trust Barometer. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, China.

发言人公信力降低

关于提及企业的信息，对以下信息来源表示非常或极度信任的中国受访者百分比

● — ● — ● 2020至2021年的变化



PRIORITIES SHIFT: MY INFORMATION LITERACY NOW MATTERS MORE

Change in importance since last year
(more important minus less important)

2021 Edelman Trust Barometer. IMP_VALUES. For each of the following, please indicate whether it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. Question asked of half of the sample. General population, China. Net change is the difference between more and less important.

<i>Change in importance since the start of the year, in China...</i>	Net change	More Important	Less Important
Increasing my science literacy	+48	58	10
Prioritizing my family and their needs	+47	57	10
Increasing my media and information literacy	+44	54	10
Speaking out when I see need for changes and reforms	+34	46	12
Being politically aware	+30	44	14

优先关注重点转移： 对自身的信息素养 关注更多

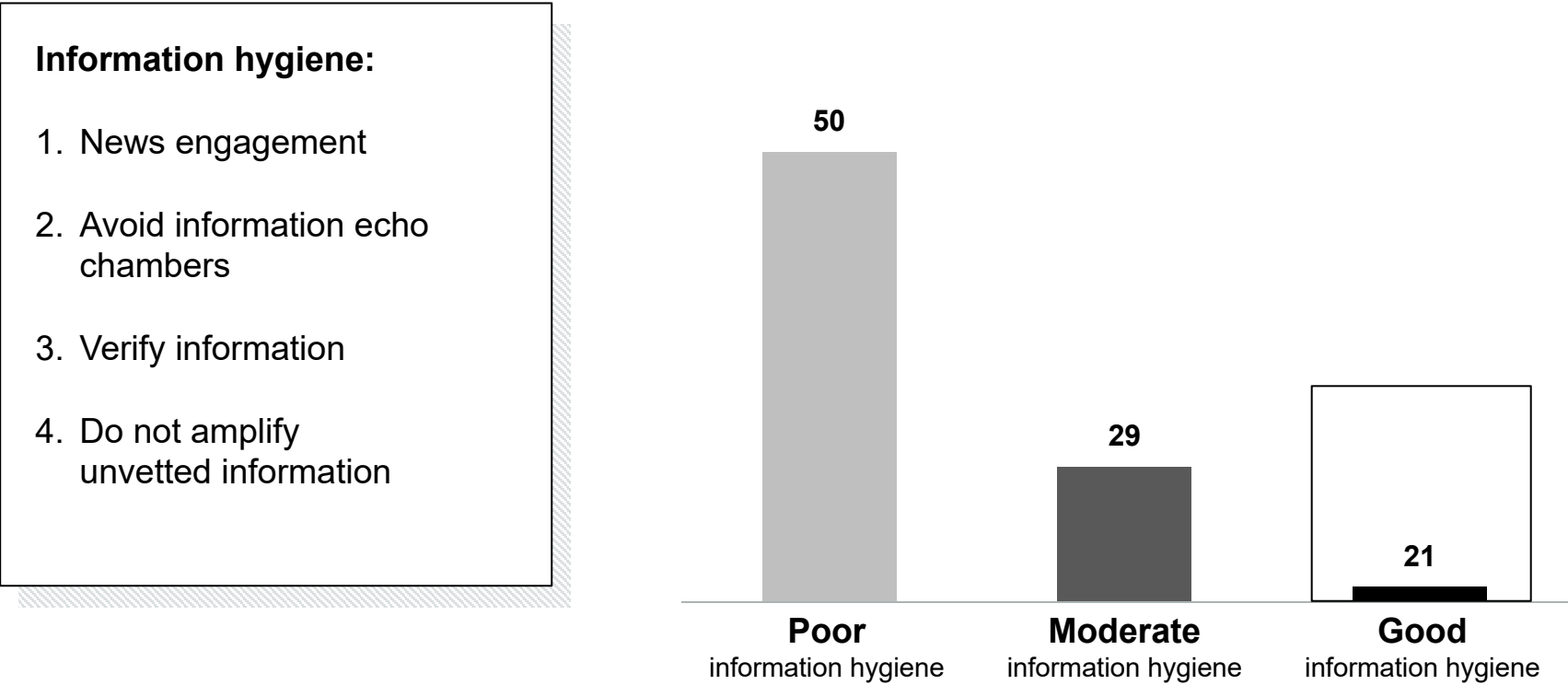
和上年相比重要程度的变化
(认为重要性增加的数值减去认为重要性降低的数值)

在中国，自今年年初开始，对以下方面的关注和重要性变化	净变化	重要性增加	重要性降低
增加 科学知识	+48	58	10
优先考虑我的家庭和家庭需求	+47	57	10
增加对于 媒体报道和信息方面的判断能力	+44	54	10
在需要进行优化和变革时表达意愿	+34	46	12
基本的政治意识	+30	44	14

《2021年度爱德曼信任度调查》以下每一项，请指出自去年以来，它对你来说是变得更重要了，还是不那么重要了，还是保持不变。所有问题均为一半样本的调查。本数据来源于对中国受访者的调查。净变化是更重要和不那么重要之间的区别。

IN CHINA, ONLY 1 IN 5 HAVE GOOD INFORMATION HYGIENE

Percent in each segment



74% of respondents **share or forward news items** that they find to be interesting.

Of those, **only 23%** have good information hygiene

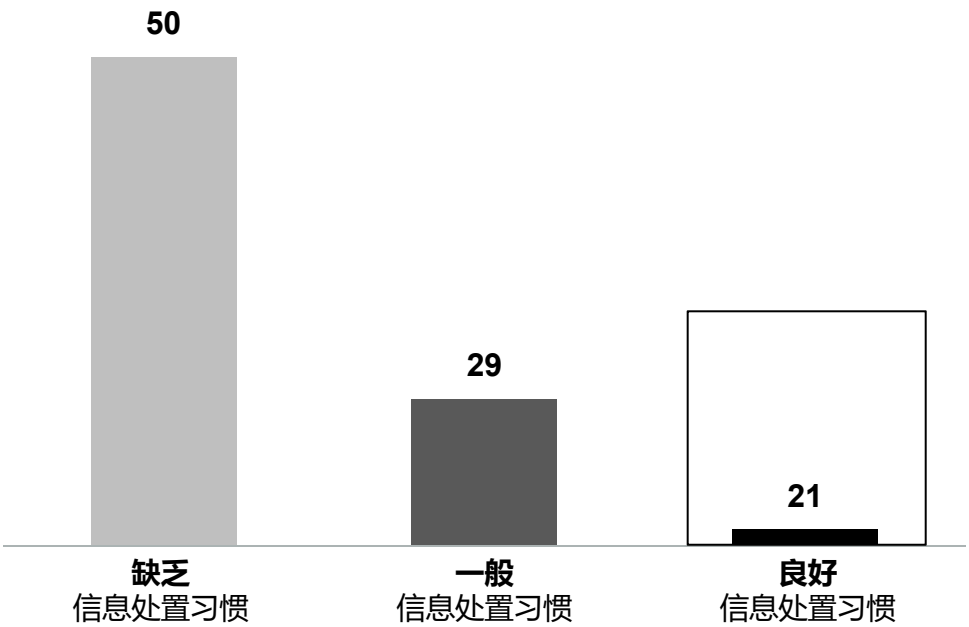


在中国，只有1/5的人有良好的信息处置习惯

受访者百分比

良好信息处置习惯:

1. 甄别、判断新闻和信息
2. 意识到并避免产生信息回音壁
3. 核实信息
4. 对未经核实的信息不予扩散



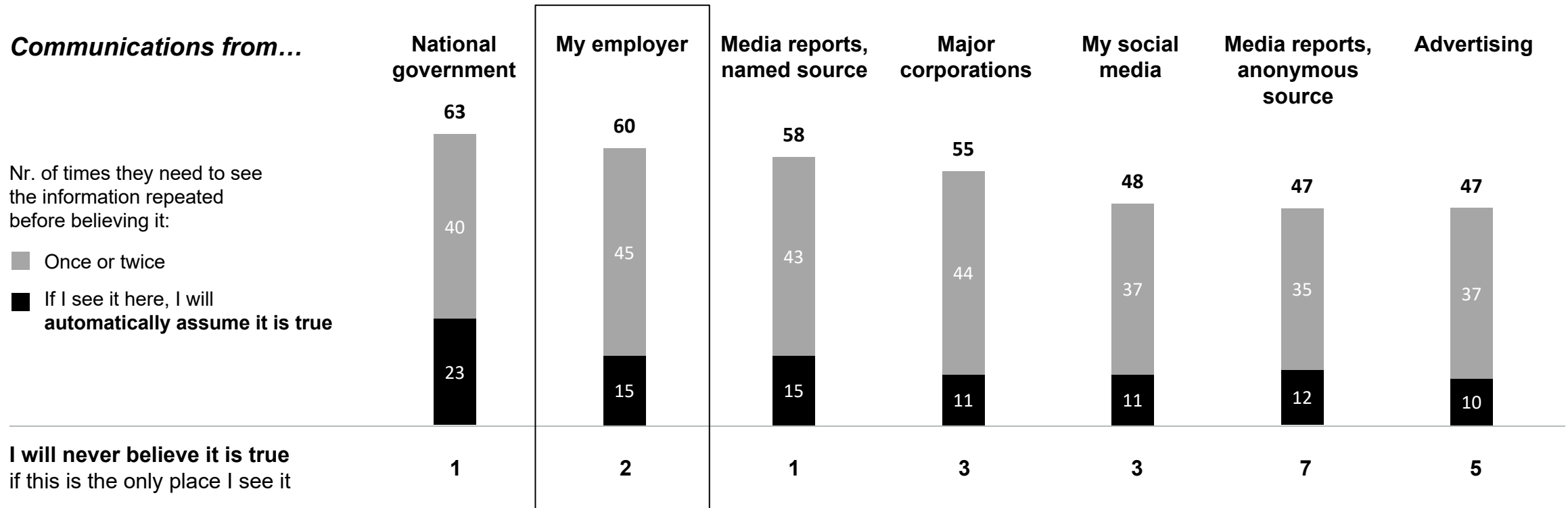
74%的受访者分享或转发他们觉得有趣的新闻。

在这些人中，只有**23%**的人有良好的信息处置习惯。



AFTER NATIONAL GOVERNMENT COMMUNICATIONS, EMPLOYER MEDIA MOST BELIEVABLE

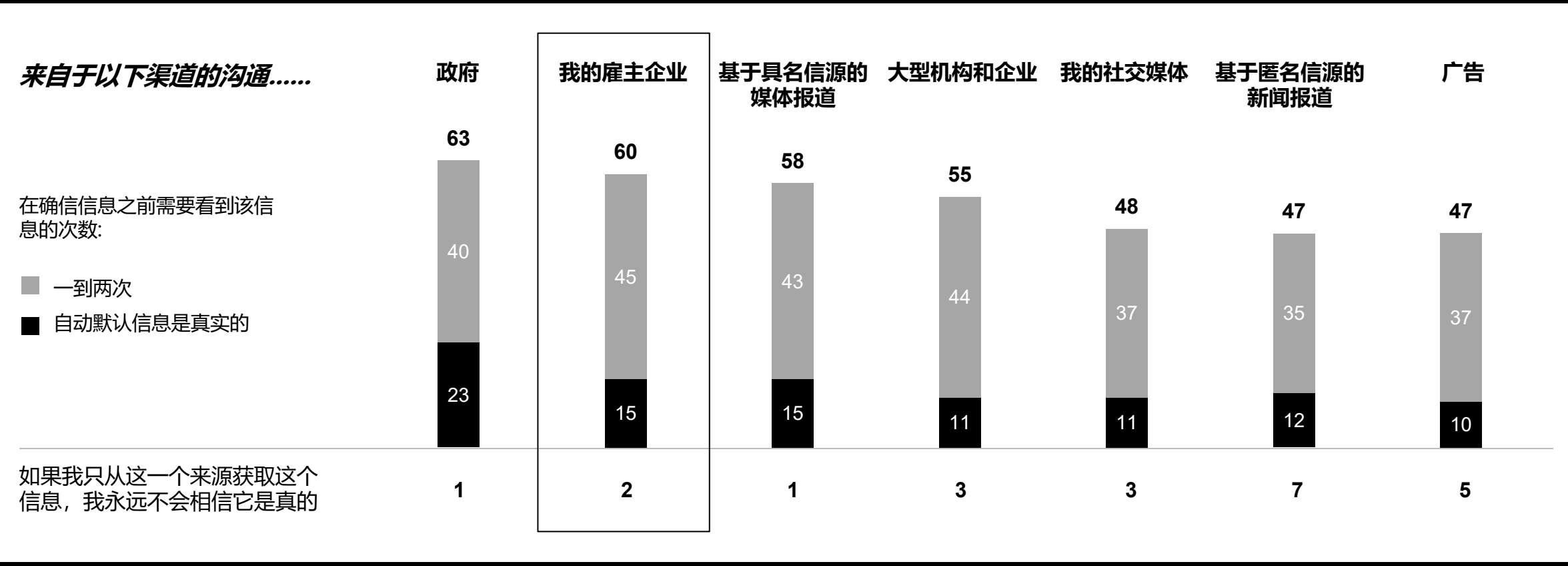
Percent who believe information from each source automatically, or after seeing it twice or less, in China



2021 Edelman Trust Barometer. HEAR_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, China. "Employer communications" only shown to those that are an employee (Q43/1).

除政府官方渠道之外，对源于雇主企业渠道的信息信任度最高

默认相信以下来源的信息，或看过不到两次就相信的中国受访者百分比



┆

A NEW MANDATE FOR BUSINESS

T

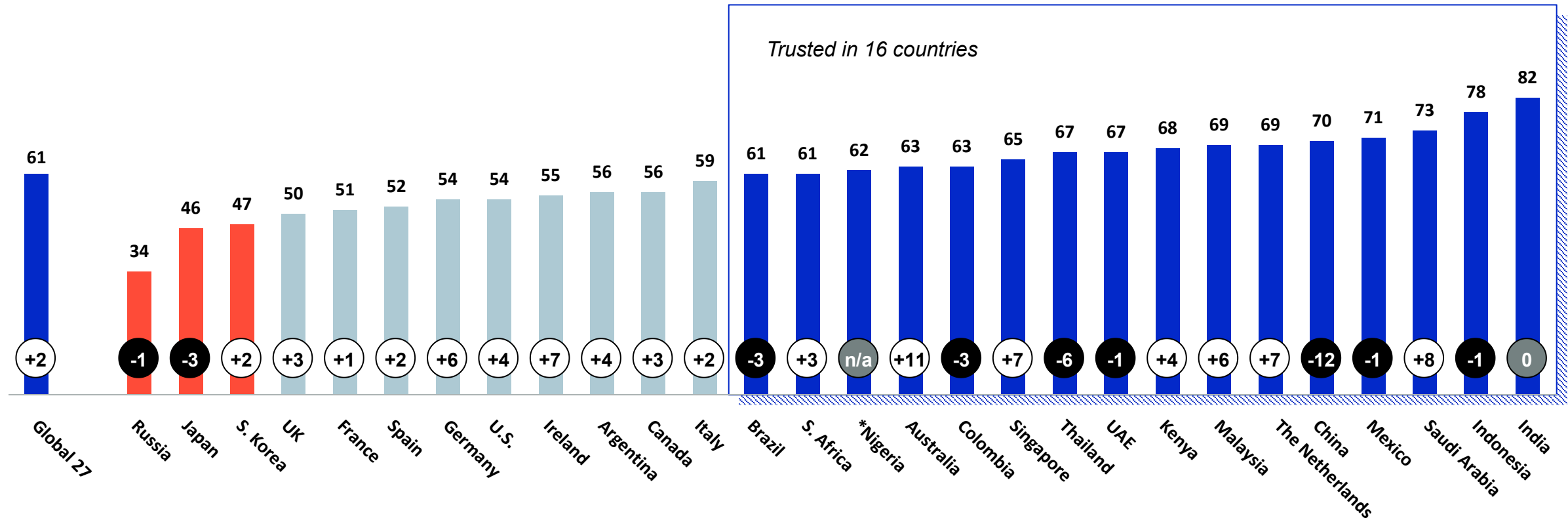


企业的新思考、新任务

IMAGINE

TRUST IN BUSINESS INCREASES IN 17 OF 27 COUNTRIES

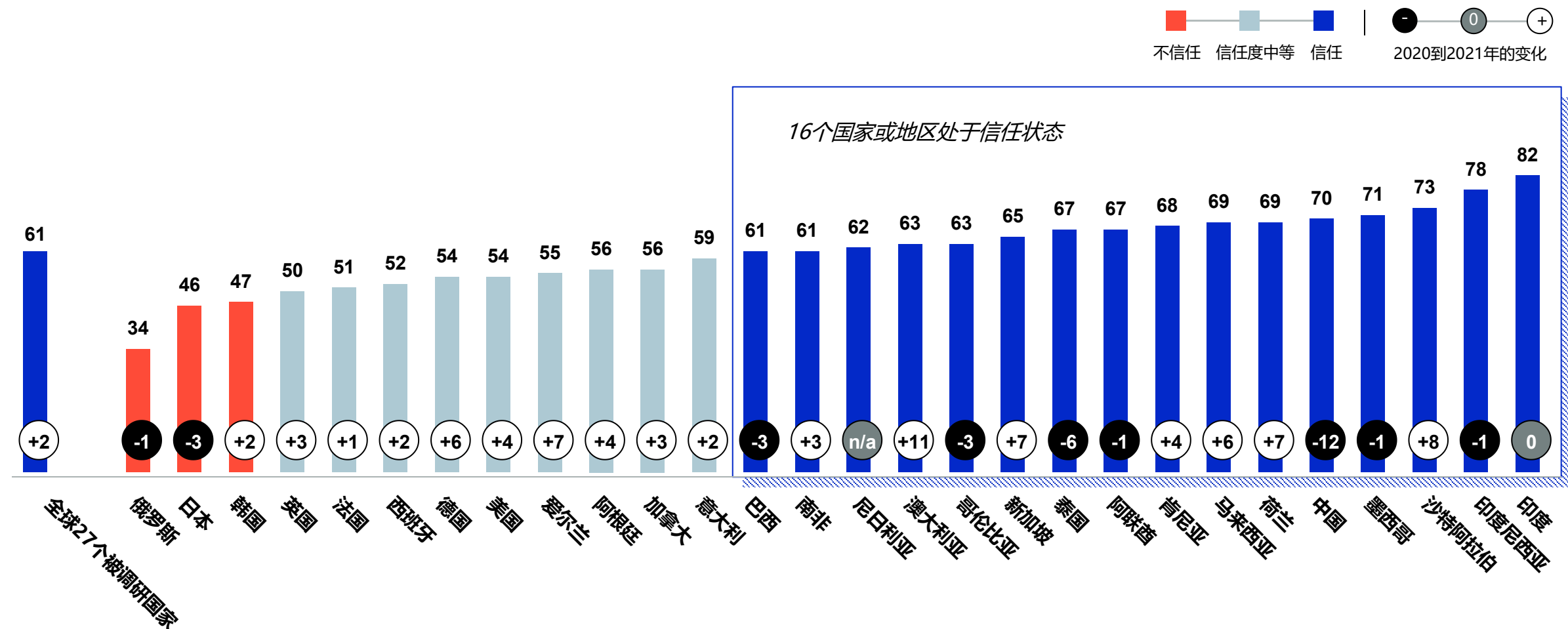
Percent trust



2021 Edelman Trust Barometer. TRU_INS. [Business in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.
*Nigeria not included in the global average

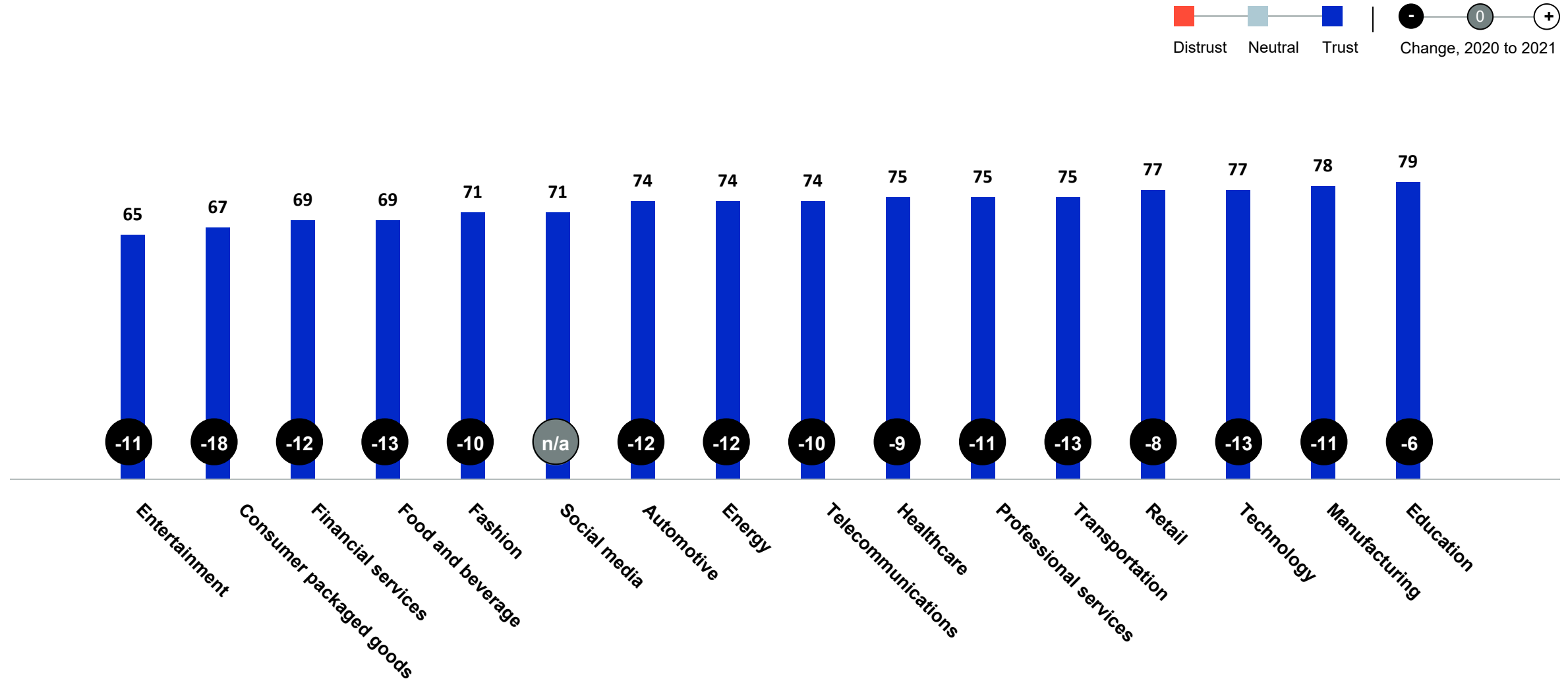
全球范围对企业的信任度保持良好势头

对企业的信任度百分比



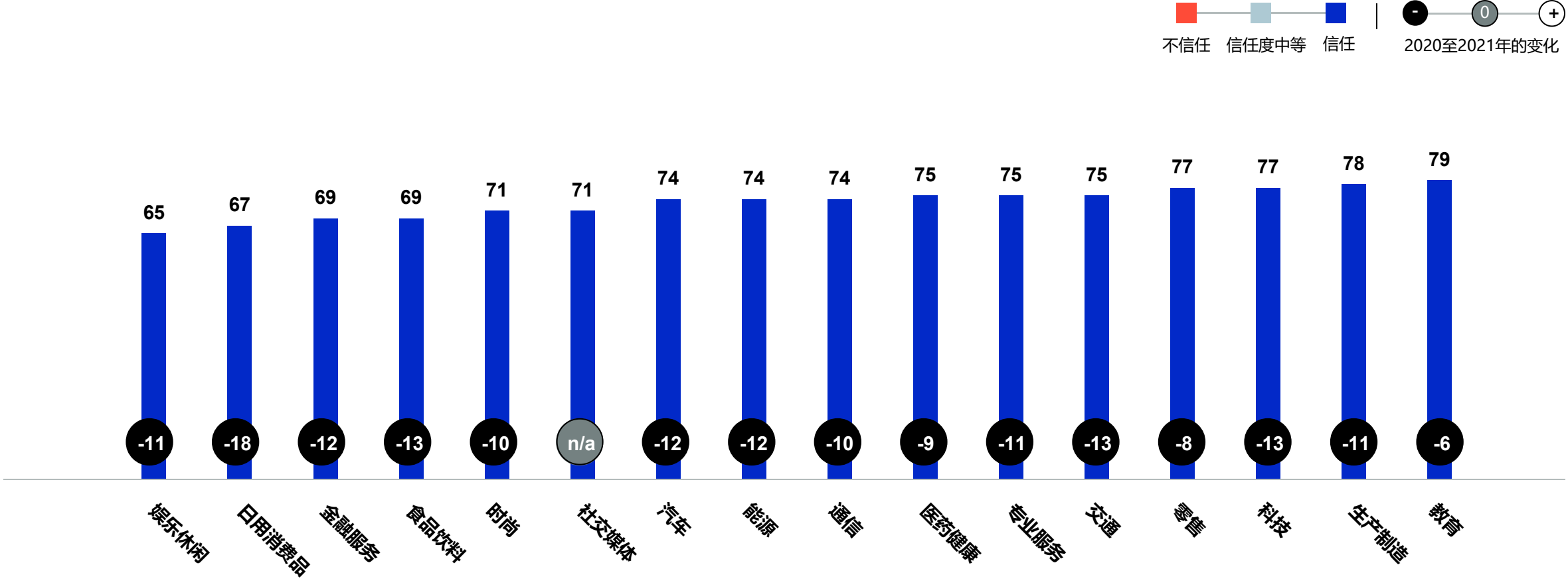
TRUST DECLINES ACROSS SECTORS

Percent trust in each sector, in China



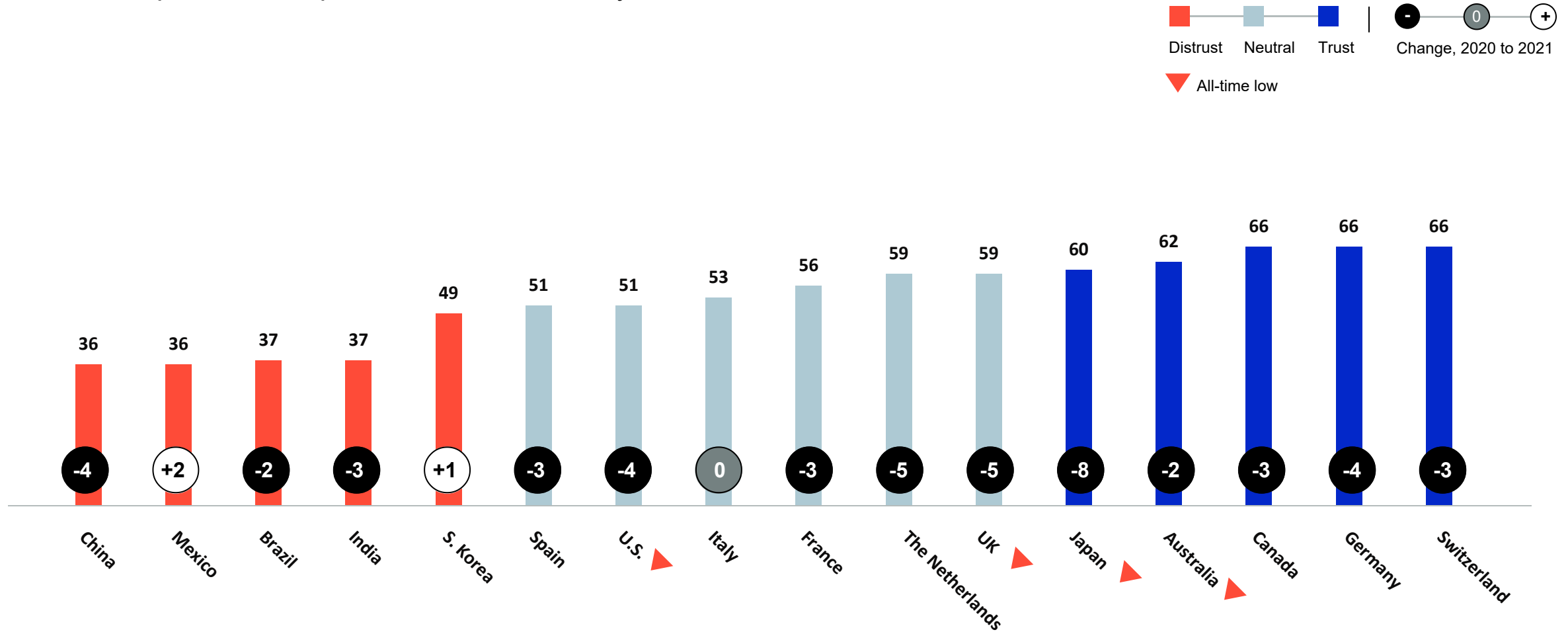
对各个行业的信任度均呈现不同程度下降

中国受访者对以下行业的信任度百分比



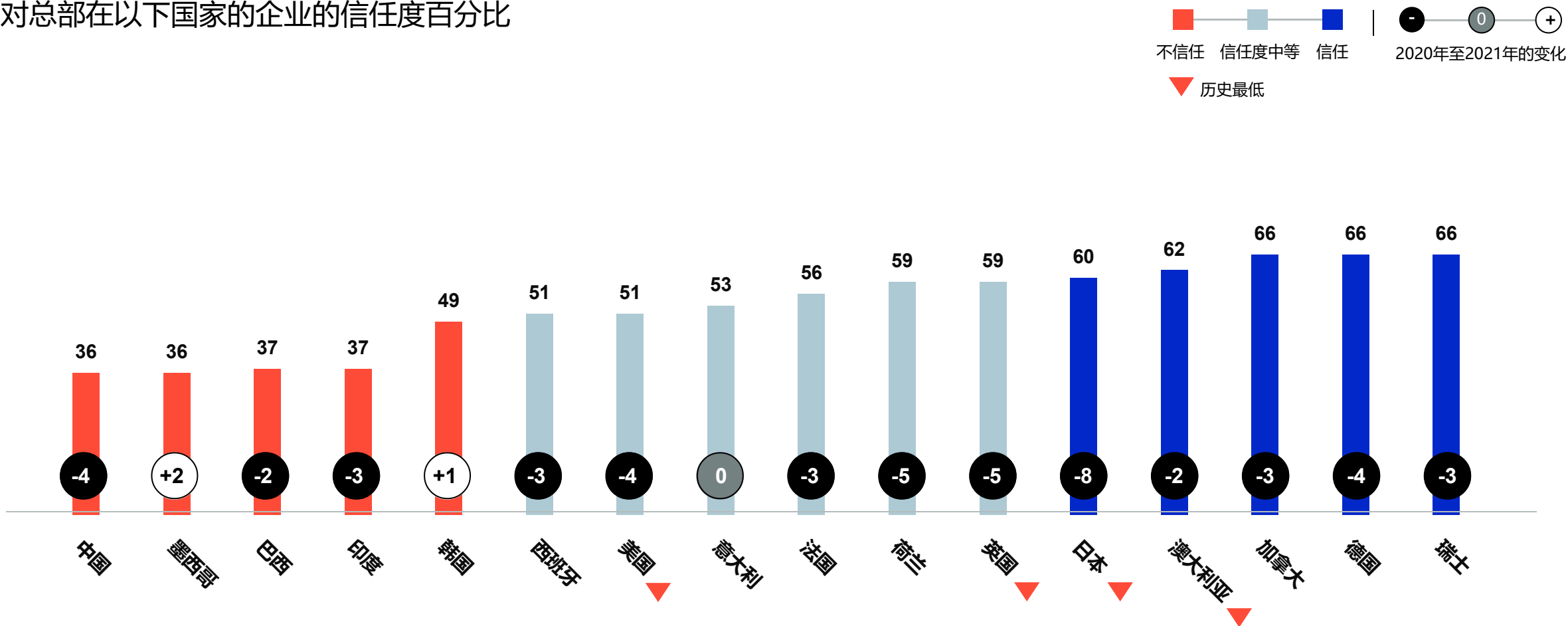
TRUST DECLINES IN 13 OF 16 COUNTRY BRANDS

Trust in companies headquartered in each country



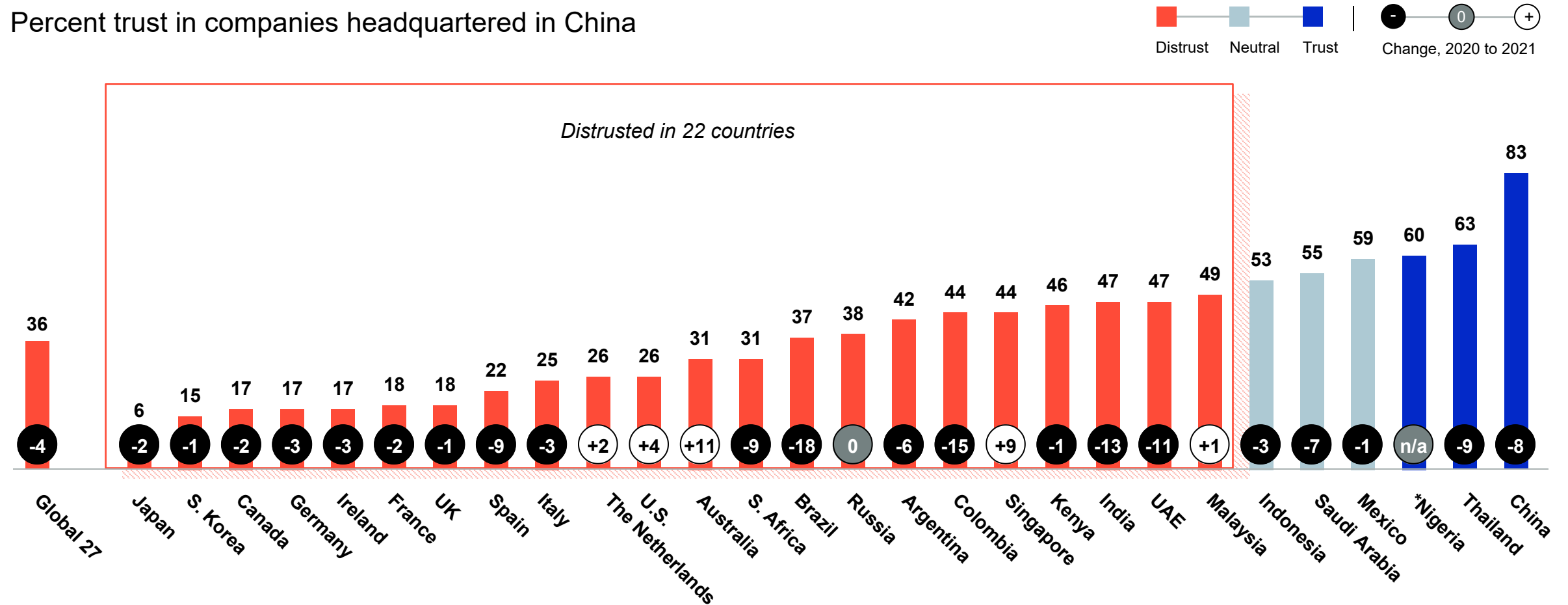
13个国家的企业品牌信任度呈现下降趋势

对总部在以下国家的企业的信任度百分比



TRUST IN COMPANIES HEADQUARTERED IN CHINA DECREASES IN 21 OF 27 COUNTRIES

Percent trust in companies headquartered in China

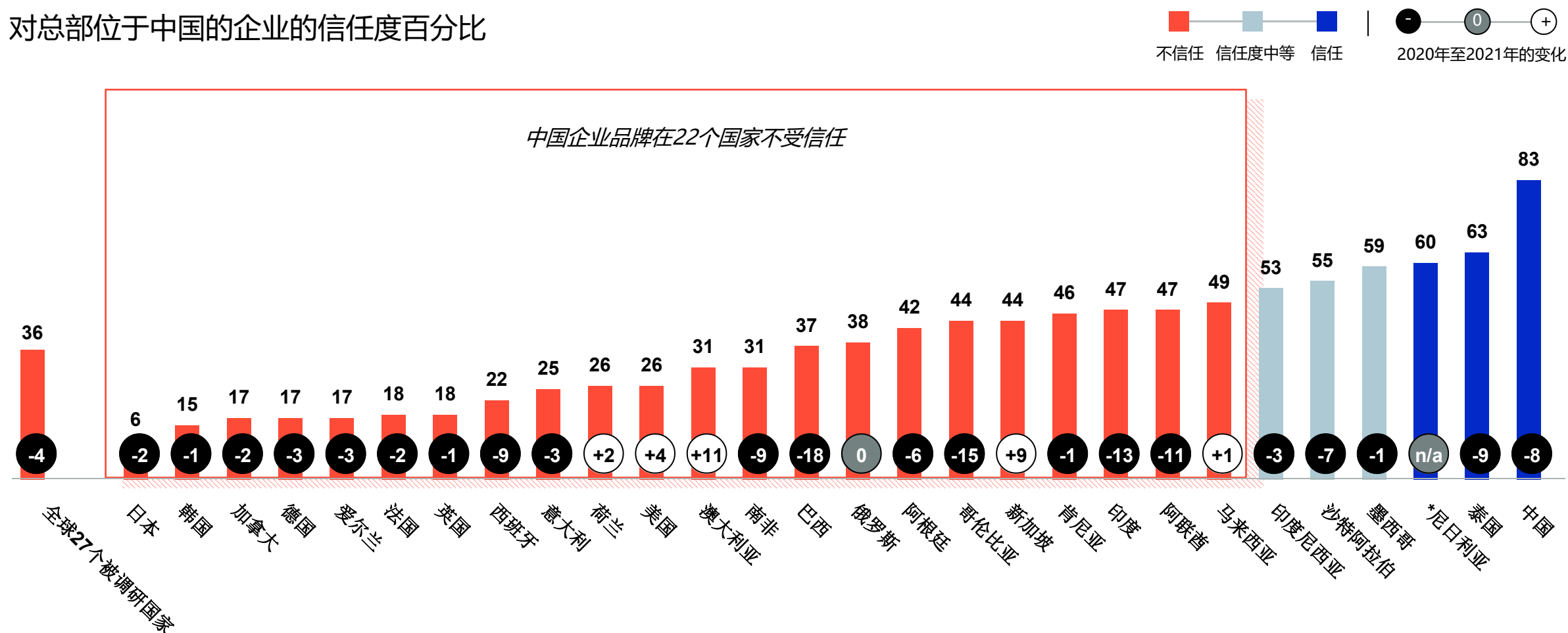


2021 Edelman Trust Barometer. TRU_NAT. [China] Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 27-mkt avg.

*Nigeria not included in the global average

21个受访国家对于中国企业品牌的信任度呈下降趋势

对总部位于中国的企业的信任度百分比



来源：《2021年度爱德曼信任度调查》

现在，我们要关注总部位于特定国家/地区的全球公司。请用1-9分的分值表明您对总部设在【中国】的全球公司的信任程度。1分代表“完全不信任”，9分代表“完全信任”；结果来源对于一半样本的调查。本数据左侧来源对26个受调查国家或地区的受访者。*尼日利亚的数据未包含在全球平均数据的计算

BUSINESS EXPECTED TO FILL VOID

Percent who agree, in China

CEOs should step in
when the government does not fix
societal problems

⊥
77%

CEOs should take the lead
on change rather than waiting
for government to impose change
on them

⊥
74%

**CEOs should hold
themselves accountable to
the public** and not just to the
board of directors or stockholders

⊥
70%

2021 Edelman Trust Barometer. CEO_EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a CEO who oversees a particular country, how would you characterize each using the following three-point scale? 3-point scale, sum of codes 2 and 3. Question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statement? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, China.

民众对企业的期待持续走高

赞同该说法的中国受访者百分比

当政府未能解决社会问题时，
企业首席执行官们应该介入

⊥
77%

首席执行官们应该带头改变，
而不是一切等待政府推动

⊥
74%

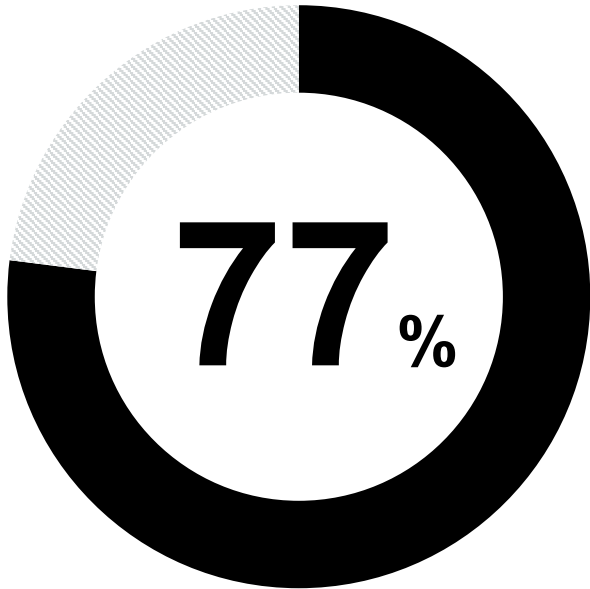
首席执行官们应该对公众负责，
而不仅仅是对董事会或股东负责

⊥
70%

《2021年度爱德曼信任度调查》以下是你对公司是首席执行官的潜在期望。考虑到首席执行官，不管他们是全球的首席执行官还是某个特定国家的首席执行官，你会如何用一到三的量值来描述他们的特点？三分制，问题2和3的总和。所有问题均为一半样本的调查。
想想首席执行官们，你强烈同意或不同意下面的说法吗？9分制；前4项为信任。所有问题均为一半样本的调查。本数据来源对中国受访者调查。

CEOS MUST LEAD ON SOCIETAL ISSUES

Percent in China who expect **CEOs to publicly speak out** about one or more of these societal challenges

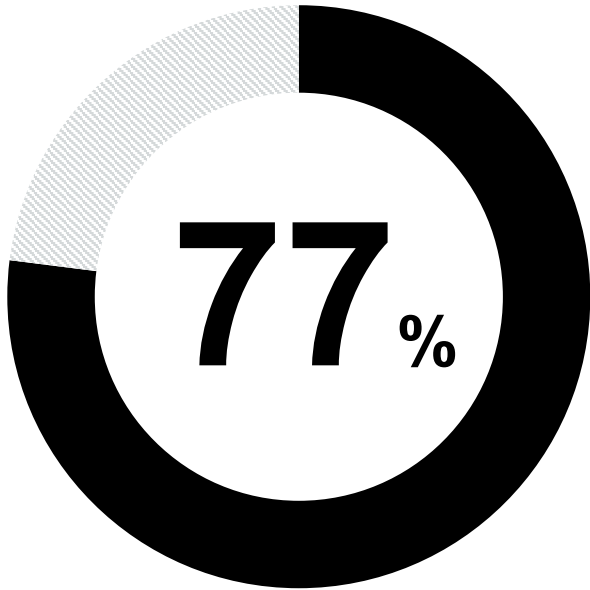


Pandemic impact	42
Job automation	40
Local community issues	37
Societal issues	36



首席执行官须对社会问题做出表率

在中国，期望**首席执行官公开畅议**一个或多个下列社会议题的比例



—|

疫情影响	42
工作自动化	40
当地社区问题	37
社会问题	36

BUSINESS GAINS THE MOST TRUST BY BEING A GUARDIAN OF INFORMATION QUALITY

Percent increased likelihood of trusting business associated with performing well on each action

<i>When these actions are performed well...</i>	Increased likelihood of trust
Guarding information quality	+5.8%
Embracing sustainable practices	+5.7%
Robust COVID-19 health and safety response	+4.8%
Driving economic prosperity	+4.7%
Long-term thinking over short-term profits	+4.6%

捍卫信息质量的企业能获得最多的信任

当企业在以下方面表现良好时，其信任度可能获得提升的比例

当企业在以下行动表现良好时.....	信任获得提升的可能性
捍卫信息质量	+5.8%
采用可持续的实践	+5.7%
疫情之下全面有效的健康和安全应对措施	+4.8%
推动经济繁荣	+4.7%
着眼于长远而非短期利益	+4.6%



EMPLOYEE EXPECTATIONS SHIFT: SAFETY AND UPSKILLING MATTER MORE

Change in importance since last year
(more important minus less important)

2021 Edelman Trust Barometer. EMP_IMP_VAL. When considering an organization as a potential place of employment, please indicate whether each of the following has become more important to you, less important to you, or has stayed the same in importance since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. Question asked of those who are an employee (Q43/1). General population, China. Net change is the difference between more and less important.

*Change in importance
as an employer attribute
since the start of the year,
in China...*

	Net change	More Important	Less Important
Keep workers, customers safe	+46	56	10
Job skills training programs	+44	56	12
Regular employee communications	+40	50	10
Diverse, representative workforce	+35	46	11

员工关注点和期待的转移: 对安全和工作技能的关注更多

和上年相比重要程度的变化
(认为重要性增加的数值减去认为重要性降低的数值)

自年初以来，雇主企业的信任度特质的重要性变化	净变化	重要性增加	重要性降低
确保员工和客户的安全	+46	56	10
职业技能培训	+44	56	12
定期的员工沟通	+40	50	10
多元化、有代表性的员工群体	+35	46	11

《2021年度爱德曼信任度调查》当考虑一个组织作为一个潜在的就业地点时，请指出自去年以来下列各项对你来说是变得更重要了，不那么重要了，还是保持不变。5分制;前2项表示更重要了;后两项表示不那么重要了。
对员工的提问(Q43/1)。本数据来源对中国受访者调查。净变化是更加重要与不那么重要了之间的区别。

CONSUMERS AND EMPLOYEES EXPECTED TO HAVE A SEAT AT THE TABLE

Percent who agree, in China

64%

Consumers ...

**have the power to force
corporations to change**

62%

Employees ...

56% of those who
are employed

I am more likely now than a year
ago to voice my objections to
management or **engage in
workplace protest**

消费者和员工都期待拥有更多话语权

同意下列说法的中国受访者百分比

64%

消费者...

62%

员工...

可以影响企业做出更多改变

56% 员工

与一年前相比，我现在更有可能表达
对管理层的反对意见或参与职场权益
行动



EMERGING FROM TRUST RECESSION

1

Embrace the values of trust

Business must stop short-term thinking and refocus on long-term, purpose-driven objectives.

2

Fight the Infodemic

Acknowledge insufficient "Information Hygiene"; act first and talk strategically to break the void of biased news and the ever-present echo chamber.

3

Provide trustworthy content

All institutions must provide truthful, unbiased, reliable information.

4

Partner for a shared future

A new and broader mandate for business to lead in addressing societal problems, in partnership with government and other institutions.

信息之“疫”：企业需要适时而为、聚焦长线

1

相信信任的力量

企业必须摒弃短视思维和行为，重新关注长期的、以使命为导向的目标。

2

破除信息之“疫”

充分了解人们“信息处置习惯”的短板；企业行动为先，有效沟通，突破新闻偏见和信息回音壁。

3

提供值得信赖的内容

提供真实、公正、可靠的信息。

4

合作、共进！

企业和包括政府在内的机构合作共同应对亟待解决的社会问题。

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